

**INVESTIGATING CELEBRITY ENDORSEMENT IN RELATIONS TO
CONSUMER BEHAVIOR (A SURVEY OF REXONA DEODORANT OF
UNILEVER KENYA)**

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MAY 2013

DECLARATION

I declare that, this project is my own original work and has not been presented for award of any degree in any University or for any other award

Sign-----

Date -----

Job Ochieng Nyakado

This research project has been submitted for the course examination with approval as University Supervisor.

Sign-----

Date -----

Chrispen Maende

Chairman's Approval

Sign-----

Date-----

Dr. Muathe S.M.A

ACKNOWLEDGEMENT

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DEDICATION

I wish to dedicate this project to my lovely wife, Caroline Easter for her love, support, encouragement and prayers. I cannot forget my parents; Eric Nyakado and Jennifer Nyakado, and my sister Betty Ajwang, for their support, encouragement and prayers throughout this period.

May God bless you all.

ABSTRACT

The study aimed to investigate celebrity endorsement in relations to consumer behavior. In the present time there is enormous increase in information systems and media influence. Due to this trend more and more people have gained a lot of attachments to the celebrities. Celebrity endorsement plays a major role in changing the perception or thinking, of the consumer and also the consumption pattern of the society in general. This study focused on (1) identifying the influence of celebrity match on consumer behavior (2) effects of celebrity attractiveness on consumer behavior. The target population of this study was 300 direct sales men and women at the distribution channels of Unilever Kenya. Random sampling technique was used to obtain representative sample. Sample of 20% was selected from the group to bear the study population. This generated a sample of 60 respondents which the study sought information from. Primary data will be collected. The data collected through use of self-administered questionnaires. Descriptive statistical methods were used to analyze the coded data. The data was analyzed with the help of computer software package for social science (SPSS).Data was then presented by use of tables, bar chart, frequency distribution tables, pie charts, and graphs. In additions, the researchers conducted a multiple regression analysis. This provided the generalization of the findings on the relationship between celebrity endorsement and consumer behavior. The study concluded that physical attractiveness influences customer's attitude towards the product. Physical attractiveness also makes people pay attention to the adverts either in the TV or billboards. The study therefore recommends that Unilever should not only appoint a celebrity who is admired but also who has credibility and his values relevant to the target audience and matches the brand values. Secondly the product they are endorsing must make sense for them to be affiliated with it. If this isn't immediately obvious then the endorsement may look contrived and actually damage the brand. As an extension to this, a star shouldn't endorse a product that he/she actually does not believe in or value.

TABLE OF CONTENT

DECLARATION	ii
ACKNOWLEDGEMENT	iii
DEDICATION	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
ABBREVIATIONS AND ACRONYMS	xi
DEFINITION OF OPERATIONAL TERMS	xii
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background to the study	1
1.1.1 Celebrity endorsement Philosophy	3
1.1.2 Consumer Behavior	4
1.1.3 Rexona deodorant	6
1.2 Statement of the problem	6
1.3 Research Objectives	7
1.3.1 General objective	7
1.3.2 Specific objectives	7
1.4 Research questions	8
1.5 Significance of the study	8
1.6 Scope of the studs	8
1.7 Assumptions of the study	8
1.8 Limitations of the study	9
CHAPTER TWO:	10
LITERATURE REVIEW	10
2.1 Introduction	10
2.2 Theoretical literature	10
2.2.1 Kokil Theory	11
2.2.2 Ogunsiji theory	12
2.2.3 Zahra theory	13
2.2.4 Kamile Model	14
2.2.5 Roozen model	16
2.3 Empirical review	17

2.4 Conceptual Framework.....	18
2.5 Research gaps	19
CHAPTER THREE:	21
RESEARCH METHODOLOGY	21
3.0 Introduction.....	21
3.1 Research Design	21
3.2 Target population.....	21
3.4 Research instruments	22
3.4.1 Instrument Validity.....	22
3.5 Sampling procedure and sample size.....	22
3.6 Data collection procedure	24
3.8 Data analysis and presentation.....	25
CHAPTER FOUR.....	27
DATA ANALYSIS, INTERPRETATION AND PRESENTATION	27
4.1 Introduction.....	27
4.2:General information.....	28
4.3: Celebrity match.....	31
4.4: Celebrity attractiveness.....	33
4.5: Celebrity credibility	35
4.6: Previous endorsement	37
4.7 Statistical modeling Multiple Regression Analysis	38
CHAPTER FIVE	41
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS.....	41
5.1: Introduction.....	41
5.2: Summary of the findings.....	41
5.3: Conclusion	44
5.4: Recommendation	46
5.5 Areas of further research.....	47
REFERENCES	48
Appendix I: Letter of Introduction.....	50
Appendix II: Questionnaire.....	50

Apependix III : Budget Schedud.....	57
Appendix iv: Work Plan.....	58

LIST OF TABLES

Table 3:1: sample population.....	23
Table:4. 1: Unilever sales outlet	27
Table 4.2: Age of the respondents	28
Table 4.3: Level of education	29
Table 4.4: Firm in terms of size	30
Table 4. 5: Wahu Rexona endorsement	31
Table 4. 6: Physical attractiveness of a model.....	33
Table 4. 7: Selecting a celebrity.....	34
Table 4. 8: Celebrity attractiveness.....	34
Table 4.9: Trustworthiness and expertise	36
Table 4.10: Credibility when selecting a celebrity.	36
Table 4.11: Agreeing and disagreeing with the statements	37
Table 4.12: Customer's buying behavior.....	37
Table 4.13: Model Summary	38
Table 4.14: Anova.....	39
Table 4.15: Coefficients.....	40

LIST OF FIGURES

Figure 4.1: Respondent's gender	28
Figure 4.2: No of years worked in the firm	30
Figure 4. 3: Wahu as the best celebrity to promote Rexona	32
Figure 4. 4: Another Celebrity appointed as Rexona ambassador	32
Figure 4.5: Physical appearance	35

ABBREVIATIONS AND ACRONYMS

SPSS: Software package for social science

EABL: East African Breweries Ltd

PR: Public relations

DEFINITION OF OPERATIONAL TERMS

Celebrity: An individual who is known by the public for his other achievements.

Celebrity endorsement: Marketing communication technique of using person who is publicly known to appear in advertisement with a product with the purpose of promoting the product

Consumer behavior: The study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society

Rexona deodorant: Unilever product for clinical protection anti-perspirant

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

There are large numbers of brands available in the market. Some are very familiar and rest are somewhat. What are the things that distinguish those from rest? It may be brand name, advertisement, royal heritage and may be celebrity endorsers who endorse them. E.g. Samsung has used Drogba to endorse their brand and it has helped them strongly to build their brand. A large number of organizations across the globe are adopting Celebrity endorsement as a means of communicating their brands to their customers. The need of the hour is to gain Instant Brand Awareness and Recall in order to gain competitive advantage (Ball, 2004).

According to Asch, S. E. (2004) the concept of celebrity endorsement is old for example in England several companies had been advertising themselves as “by appointment to the Queen” for hundreds of years, indicating that they enjoy the patronage of the British royal family. Consumers are often seduced by the idea of purchasing a product which is endorsed by someone famous, as though by buying the product, the consumer also becomes affiliated with the person who endorses it and the product as well(Lascu,1999). Celebrity usage in advertisements is one of the highly used strategies of many brands; the purpose of such usage may be for getting attention, for prolonged association, or for the purpose of recall and so to increase sales.

Firms attached their brands and themselves with celebrity endorsers (e.g., athletes, actors) in the hope that celebrities may boost effectiveness of their marketing. The increasing number of

endorsements throws a several questions to the consumers. The questions among others may include the effects of celebrity match on consumer behavior?

There are many definitions of celebrity endorsement given by different authors McCracken's et.al (1999) defines celebrity endorsement , " The use any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement

McDonald et.al (2002) defines Celebrity endorsement as “marketing communication technique of using person who is publicly known to appear in an advertisement with a product with the purpose of promoting the product.”

The essence of these definitions share many common elements. First they share celebrity as an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed. Second, they consider celebrity being used for promotional purposes of the product or a brand to get attention or to enhance recall.

Celebrity endorsement has been widely used in the resent past because of their huge potential influence; achieve high degree of attention and recall. They increase awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more entertaining (Solomon 2002). Using a celebrity in advertising is therefore likely to positively affect consumers 'brand attitudes and purchase intentions. To ensure positive results,

Karuku (2010) the concept of a celebrity endorsement is relatively new in Kenya. Marketers are currently exploring this avenue since the Kenyan market is not flooded with endorsements. Kenyan celebrities have been involved in several local marketing efforts. Joseph Kinuthia who acts as Omosh in the overly popular local school drama, Tahidi High, has featured in several

Tuskys Supermarket adverts. Equity Bank's advertising campaign Karibu Member has several familiar faces including beauty queen Cecilia Mwangi, Afro-fusion musician Susan Owiyo and sports legend Paul Tergat. Not forgetting the big one Charles Bukeko, the star of another popular Kenyan drama, Papa Shirandula. Bukeko was chosen as the face of the Coca Cola "Brrr" campaign that ran internationally.

East African Breweries Ltd (EABL) came close to an endorsement when they picked gospel singer, Esther Wahome, local DJ Adrian and Tanzanian singer AY to promote Malta Guinness. EABL has also signed on local musician Nameless (David Mathenge) to publicize the Jitolee campaign against drunk-driving. This study seeks to investigate Kenyan Celebrity Wahu Kagwi in endorsing the Rexona deodorant roll on, on consumer behavior.

1.1.1 Celebrity endorsement Philosophy

Celebrity endorsement is a technique to capture consumers' minds; it is a power which confines consumers' minds and influence the purchasing decision. It is what a product required to convert it into a brand power (Lee, 2000). Other than this it may have several motives such as: Instant Brand Awareness and Recall, Celebrity values define, and refresh the brand image, Celebrities add new dimensions to the brand image, Instant credibility or aspiration PR coverage and event management, generate fresh and innovative ideas and hence convince clients(Burns, L 2003). A celebrity is used to enhance the brand credibility and aspirational values to, but the celebrity needs to have compatibility with the product.

There are several factor marketers' needs to put in consideration when using celebrity endorsement as a marketing communication technique .these factor may include: Popularity, availability, physical attractiveness, credibility, previous endorsements, must be a brand user and

believer, should take controversy risks seriously, must be liked by brand target audience and must match their lifestyle, must have associated values with the brand, and should consider cost of hiring that particular celebrity.

Aristotle, “Any brand can get a celebrity. That is easy. But getting a celebrity consistent with the right brand, to the right degree, at the right time, for the right purpose and in the right way... that is not easy.

Today, use of celebrities as part of marketing communication strategy is fairly common practice for major firms in supporting corporate or brand imagery and to increase sales volume of the brand. Marketers believe that star endorsements have several benefits, among them being building credibility, fostering trust and drawing attention which translates into higher brand sales. Preliminary evidence seems to indicate that there are increased sales of Rexona deodorant. This has indicated the effect of using Wahu, as the brand ambassador.

Celebrity sources may enhance attitude change for a variety of reasons. They may attract more attention to the advertisement than would non-celebrities or in many cases, they may be viewed as more credible than non-celebrities. Third, consumers may identify with or desire to emulate the celebrity. Finally, consumer may associate known characteristics of the celebrity with attributes of the product that coincide with their own needs or desire (Kamins 2003).

1.1.2 Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Schiffman and Kanuk (1997).

Marketers strive to understand this behavior so they can better formulate appropriate marketing stimuli that will result in increased sales and brand loyalty.

Marketing and consumer behavior are intrinsically connected. Without grasping a level of understanding of what drives consumers, marketers would have a pretty difficult time identifying the right market segments and putting together a marketing campaign that will attract attention.

Studying consumers helps marketers improve their strategies because it gives them insight into understanding buyer behavior. By obtaining a view into how consumers think, feel, reason and choose, marketers can use this information to not only design products and services that will be in demand, but also how to present these options to the consumer base in an attractive fashion. Schiff man and Kanuk (1997).

Miller and Layton (2000) define a consumer buying behaviour -decision process as the series of logical stages, which differ for consumers and organisations that a prospective purchaser goes through when faced with a buying problem.

The stages of the buying decision processes are:

Needs recognition: the consumer is moved to action by a need.

Identification of alternatives: the consumer identifies alternative products and brands and collects information about them. Product and brand identification may come from a simple memory scan of previous experiences to an extensive external search.

Evaluation of alternatives: the consumer weighs the advantage and disadvantage of alternatives identified. The evaluation may involve a single criterion, or several criteria, and then compare each alternative. For example, you might select a frozen dinner on price alone or on price, taste, and ease of preparation.

Purchase and related Decision: the consumer decides to buy or not to buy and makes other decision related to the purchase. If the decision is to buy, a series of related decisions will be made, such as where and when to make transaction, how to order or take delivery, the method of payment and other issues.

Post-purchase behaviour: the consumer seeks reassurance that the choice make was the correct one. What a consumer learns from going through the buying process has an influence on his next time purchase.

Marketers are faced with problems of understanding consumer buying process and how they can influence their buying behaviour.

1.1.3 Rexona deodorant

Rexona deodorant is a unilever product for clinical protection anti-perspirant. It was originally created in Australia. Since then it has led the field by providing consumers with cutting-edge technology that is proven to deliver outstanding results. It is now sold around the world. In this study we will focus on Rexona deodorant for women from Unilever Kenya.

1.2 Statement of the problem

Celebrity endorsement has been widely used in the resent past because of their huge potential influence; achieve high degree of attention and recall. They increase awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more entertaining (Solomon 2002).

Evidence concerning the effects on celebrity endorsements on consumer behavior is based on a wide range of indicators that differ across studies regarding celebrity endorsements. (Kokil 1991)

investigated the effect of celebrity endorsement on brand building in India. He found out that, the correct choice of a celebrity can surely influence consumer behavior but when it comes to long term loyalty and impact on the brand, the effect is yet somewhat debatable.

Karuku (2010) the concept of a celebrity endorsement is relatively new in Kenya. Marketers are currently exploring this avenue since the Kenyan market is not flooded with endorsements. According to marketing society of Kenya, the number of celebrity advertisements has doubled in the recent past; this could be due to the fact that Celebrity endorsement advertisement achieves high degree of attention and recall, however relationship between celebrity endorsement and the consumer buying behavior is somewhat debatable .This study seek to investigate celebrity endorsement in relation to consumer buying behavior.

1.3 Research Objectives

1.3.1 General objective

The general objective of this study was to investigate celebrity endorsement in relations to consumer behavior.

1.3.2 Specific objectives

The specific objectives of this study included;

1. To identify the relationship between celebrity match on consumer behavior.
2. To assess the relationship between celebrity attractiveness on consumer behavior.
3. To investigate celebrity Credibility on consumer behavior.
4. To examine the relationship between Celebrity previous endorsement and consumer behavior

1.4 Research questions

This study strived to provide answers to the following research questions:

1. Is there' relationship between celebrity match and consumer behavior?
2. Does celebrity attractiveness relate to consumer behavior?
3. What relationships exist between celebrity credibility and consumer behavior?
4. Does celebrity previous endorsement have relationship with consumer behavior?

1.5 Significance of the study

This study will be useful to the practicing marketing managers in the cosmetic industry. The findings obtained from this study can be useful for the academicians in their research and findings and the marketing bodies for policy formulation. To Unilever Kenya the research findings can be beneficial as it will help the company in strategy and policy formulation.

1.6 Scope of the studs

This research study covered 300 direct sales men and women at the distribution channels of Unilever Kenya. The sales staff and the distribution channels provided the data on consumer reaction to the communicated massage. The study was limited to Nairobi area. Nairobi area is the preferred area for the study because of the availability of the data.

1.7 Assumptions of the study.

There are various assumptions that the researcher made in the study. First, that the respondent l gave honest information. Second that the information given was relevant. Third, Brand manager, sales force and the distribution channels give the reactions of consumers to communicated message

1.8 Limitations of the study

There are various limitations that were experienced during the study. Firstly, the issues of confidentiality of the company information. Second the study required a lot of time to collect the data and analyse. Thirdly a lot of money was required to carry out the research as funds were required to move around collecting data, type, and print and bind the final document. The study overcame the mentioned limitations by sourcing of funds for the study and availed the authorizing documentation to the respondent to enable them understands that the study was genuine and credible and boost the confidence of the company by ensuring the company that the information collected was never to be misused and it was to be used for the purposes of the study only.

CHAPTER TWO:

LITERATURE REVIEW

2.1 Introduction.

This chapter summarizes the information from other researchers who have carried out their research in the same field of study. The specific areas covered here are theoretical literature, empirical review, and conceptual framework and research gaps.

2.2 Theoretical literature.

Celebrity endorsement in mass media advertising has become a very beneficial phenomenon for many countries and has significantly increased in the past decade, and should be the main principle of brand communications since it is the key to marketing success. Clark & Horstman, (2003) Any product that is displayed in a television commercial or magazine advertisement by a corporation that uses a celebrity or well-known public figure to give a testimonial or information about the product is practicing celebrity endorsement. , celebrity endorsement began in India during the '80s but has since been adopted by countries in Asia, Europe, and almost worldwide. Modern mass media has increased exposure of celebrities to the point that it is unavoidable not to be exposed to a celebrity face.

The primary principle that celebrity endorsement works of is the public recognition of the celebrity endorser as an admirable or desirable cultural force. These celebrities among many others are used to promote products, services, and ideas (Kambitsis et al., 2002). The reason for the increase in the usage of celebrity endorsing on various levels of mass media is due to the fact that this strategy results in more positive advertisement and product ratings (Dean and Biswas,

2001), as well as gain an increase in the purchasing of the product and in turn, increased finances for the producer (Erdogan, 2001).

Use of celebrities as part of marketing communications strategy is a fairly common practice for major firms in supporting corporate or brand imagery. Firms invest significant amount of money in creating brands and organizations with endorser qualities such as attractiveness, likeability, and trustworthiness usually succeed in their quest to create brand awareness. The key areas in celebrity endorsement that most firms focus on include qualities of the celebrity, popularity of the celebrity among the target market, and the controls carried out to ensure the celebrity communicate the intended message to the target audience.

2.2.1 Kokil Theory

According to Kokil brand is a name, term, sign, symbol, or design, or a combination of them intended to identify goods or services of one seller or a group of sellers and to differentiate them from those of competitor. He also defines Celebrity as a person who has excelled in his / her field of action or activity and so enjoys specific public recognition by a large number of certain groups of people. In this model kokil seek to answer the question concerning the use of celebrity endorsement in brand building. Goldsmith (2000) Marketers believe that star endorsements have several benefits, key among them being building credibility, fostering trust and drawing attention or any or all of which can translate into higher brand sales.

Building brand is more than just a marketing strategy to increase sales or gain market share, it is a decision that can change the future of the brand forever hence, the choice to use celebrity in brand building is of utmost importance and is usually done based on many different parameters - appeal, looks, popularity or even just a fantasy figure to endorse a brand. Erdogan, Baker, and

Tagg (2001), the perceived importance and the actual use of endorser selection criteria may vary from culture to culture. Celebrity endorsements give a brand a touch of glamour and the hope that a famous face will provide added appeal and name recognition in a crowded market. In the battle for the mind, you get the customer excited by showing him a known face, and an effective demand is created. In short it helps increase the recall value of the brand .Successful celebrity brand partnerships have resulted in significant gains in income for brand owners. Pedhiwal (2011).

2.2.2 Ogunsiji theory

Whereas the variables surveyed to determine the effective degree of promotability as a strategic marketing option include consumer perception, brand power, ad penetration and brand appeal are measureable and objective. Celebrity endorsement as a strategy is all about testimonials and the match is about the relationships of the testimonials and the communication about the product. So if a person has a positive attitude toward a source and message, or a negative attitude toward both, a state of congruity is said to exist (, Batelle 2004) usually celebrities have target audience that may translate/transform to target market niche creation. They may provide central valued information when an aspect of the celebrity matches with the product; especially if they as is often the case are well liked and their attitude specialty leading to identification and consumer persuasion possibly establish a relationship of product success with the celebrity impact (Belch and Belch 2007). These match; often result in propellant effect on product choice.

Though some extant literatures posit that the impact of celebrity endorsement cannot replace the comprehensive brand building processes, this study viewed Celebrity-Product Match, Celebrity-Target Audience Match, as few of the criteria that have made indispensable incursion into

marketing of both product and service especially through the ad model. The analysis of ranking the appropriate match-criteria is the fact that managers are inexorably inundated with the challenge of whether the celebrity is expected to provide a marginal value-added or to serve as the central figure. Most importantly there must be a point of convergence of interest where the managers' perception of the celebrity coincides with the target audience perception of the celebrity on the one hand and the perception of the audience image of the brand coincides with the celebrity's perception of the endorsed brand on the other hand.(Kumar 2004).

Danes vary and Schwer 2000), including overexposure and identification, the 'match-up hypothesis' specifically suggests that the effectiveness depends on the existence of a 'fit' between the celebrity and endorsed brand. Companies should ensure a match between the brand being endorsed and the endorser so that the endorsements are able to strongly influence the thought processes of consumers and create a positive perception of the brand. In this study he focused in the use of celebrities in china

2.2.3 Zahra theory

Today one of the most prevalent forms of retail advertising is through using of celebrity endorsement (White et al, 2007). In fact celebrity endorsers are being used in about 25 percent of all television advertisements in order to promote brands (Erdogan et al, 2001).These endorsers are being paid by about 10 percent of advertiser's budgets. Marketers invest huge amounts of money in contracts with celebrity endorsers each year, since they believe that celebrities affect the process of selling of their brands or products (Katyal, 2007). A celebrity endorser is a wellknown person (e.g., actors, sports figures and artists) because of his successes in a special field other than the endorsed product class (James, 2004). Celebrity endorsers are used by firms

who want to support a product or service (Amos et al, 2008). Since presence of celebrity endorsers affects purchase decisions of consumers positively, producers and retailers have always preferred to use celebrity endorsements in order to sell their products (Stafford et al, 2003).

Kaikai (1987) believes that using of celebrities in advertisements could have many benefits and Advantages including: 1) facilitating of brand identification 2) changing or impressing the negative attitude towards a brand 3) repositioning an existing brand 4) global marketing or positioning of a brand or product 5) affecting purchase intentions of consumers. Although using of celebrity endorsers as brand messengers is impressive, but it could have some risks. For instance, celebrities who are known to be guilty because of negative events (e.g., accident) may have harmful effects on the products that they endorse (Louie and Obermiller, 2002). Studies reveal that using of attractive celebrity causes to increase attitude towards advertisements. Such attitude towards advertisements is defined as "mental states which are used by individuals to organize the way they perceive their environment and control the way they respond to it" (Haghirian, 2004). There is a considerable correlation between desirable attitudes with regard to advertising and rating of certain advertisements by respondents as being likeable, irritating, delightful, etc. Celebrity endorsers enhance awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more amusing (Solomon, 2002).

2.2.4 Kamile Model

Kamile argues that consumers generally have a more positive attitude towards attractive people. McGuire (2000) argues that the effectiveness of message depends on the similarity, familiarity Andlikingof the endorser. Research has shown that physical attractive endorsers are more

successful at changing beliefs (Chaiken, 1979). Similarity is the resemblance between the source and the receiver of the message while familiarity refers to knowledge of the source through exposure. Likeability is affection for the source as a result of physical appearance, behavior and other personal traits (Erdogan, Maker & Tagg, 2001). Source attractiveness leads to persuasion through a process of identification, where by the receiver is motivated to seek sometime of relationship with the source and thus adopts similar beliefs, attitudes, preferences or behavior. If the receiver maintains the position depends on the source's continued support for the position as well as the receiver's continued identification with the source. If the source changes position, the receiver may also change.

The receiver may maintain his or her position or behavior only as long as it is supported by the source or the source remains attractive. According to Belch & Belch (2001) marketers recognize that receivers of persuasive communication, such as advertising, are more likely to attend and identify with people they find likeable or similar to themselves. Likeability and similarity are the two source characteristics marketers seek when choosing an endorser for their advertising. People are more likely to be influenced by a message coming from someone with whom they feel a sense of Similarity.

If the endorser and receiver have similar needs, goals, interests and lifestyles, the position advocated by the source is better understood and received (Kelman, 1961). Similarity is also used to create a situation where the consumer feels empathy for the person shown in the commercial. In a 'slice-of-life' commercial, the advertiser usually starts by presenting a predicament to get the consumer to think 'I can see myself in the situation'. Generally, there are five different relationship types between the consumer and their favorite celebrities

Stylists ('Give me the look'), Socializers ('Give me the news'), Straight shooters ('Give me info'), Insecure ('Stars have bad days like me') and Hopefuls ('maybe one day...'). It is the segmentation that can help brands tap into growing celebrity culture. The values of using endorsers who are admired have been recognized by advertisers. Athletes, television and movie stars, musicians and other popular public figures are used for the purpose of likeability. Companies use celebrity endorsers because they are considered to have stopping power, which means that a celebrity can be a very useful tool to draw attention to advertising messages in much cluttered media environment. A popular celebrity will favorably influence consumers' feelings, attitudes and purchase behavior. Advertisers believe that celebrities can enhance the target audience's perceptions of the product in terms of image and performance (Belch & Belch, 2001)

Physically attractive endorsers generally have a positive impact and generate more favorable evaluations of both advertisements and products than less attractive models.

2.2.5 Roozen model

Celebrity credibility is used to imply a communicator's positive characteristics to affect the receiver's acceptance of a message. The celebrity credibility model of Hovland et al. (1953) analyses the factors leading to the perceived credibility of the communicator. Hovland et al. (1953) concluded that the two factors trustworthiness and expertise underscore the concept of Celebrity credibility. Trustworthiness is defined as the degree of confidence in the Communicator's intent to communicate the assertions he considers most valid. Research shows that when a communicator is perceived to be highly trustworthy, an opinionated message is more effective than a non-opinionated communication in producing attitude change (Ohanion, 1990).

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions (Hovland, et al. 1953). Already in the early eighties, research results have indicated that in a selling context, an expert salesperson induced a significantly higher number of customers to purchase than did a non-expert salesperson (Woodside and Davenport, 2004). This study was done in the United States of America.

2.3 Empirical review

Celebrity credibility model of Hovland et al. (1953) analyses the factors leading to the perceived credibility of the communicator. Hovland et al. (1953) concluded that the two factors trustworthiness and expertise underscore the concept of Celebrity credibility. Kamile argues that consumers generally have a more positive attitude towards attractive people. McGuire (2000) argues that the effectiveness of message depends on the similarity, familiarity and liking of the endorser. Research has shown that physical attractive endorsers are more successful at changing beliefs (Chaiken, 1979). Kamile conclude that Physically attractive endorsers generally have a positive impact and generate more favorable evaluations of both advertisements and products than less attractive models.

Danes vary and Schwer 2000), in their study including overexposure and identification, the 'match-up hypothesis' specifically suggests that the effectiveness depends on the existence of a 'fit' Between the celebrity and endorsed brand. Companies should ensure a match between the brand being endorsed and the endorser so that the endorsements are able to strongly influence the thought processes of consumers and create a positive perception of the brand. In this study he focused in the use of celebrities in china

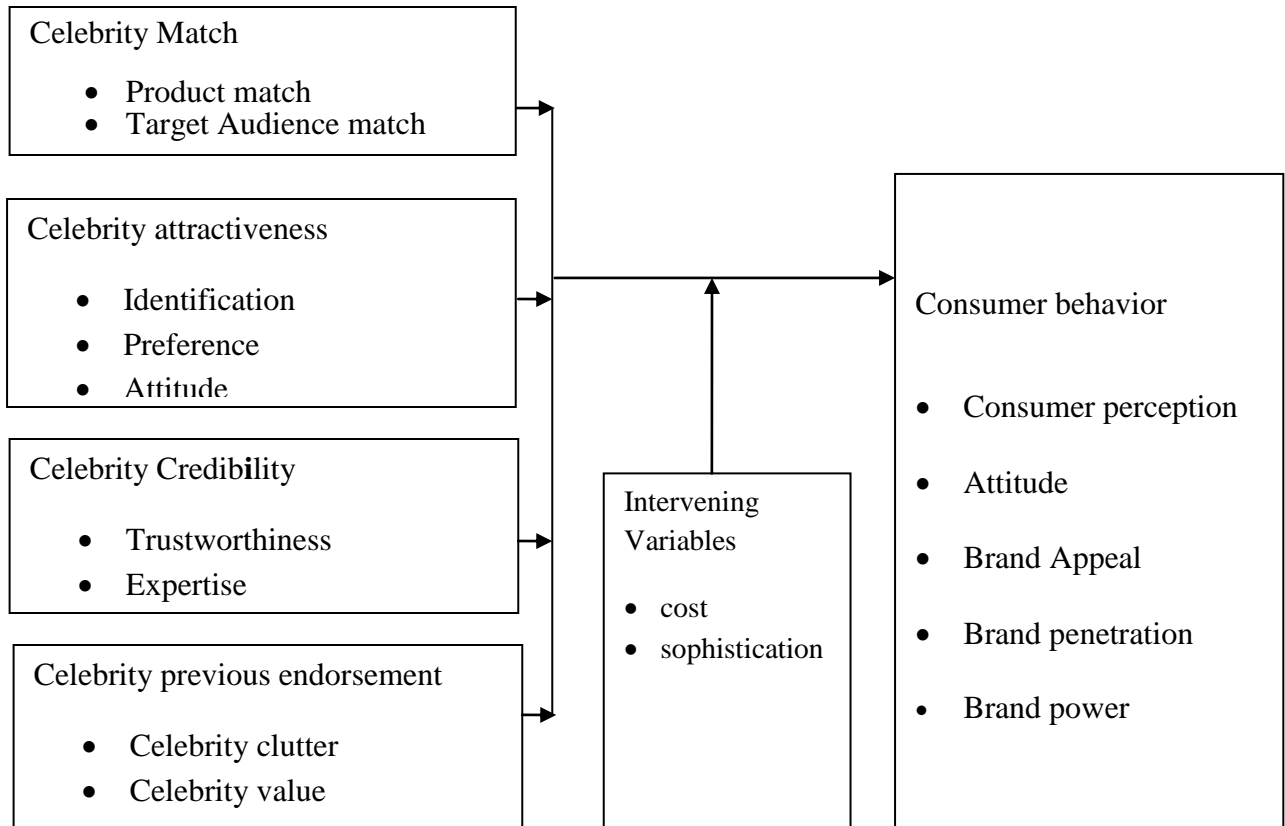
Marketing association of Kenya agree to the fact that celebrity endorsement influence brand building but while using celebrity endorsee, marketer has to take care of all the aspect that whether the brought personality and image of celebrity matches or not, whether celebrity endorsee has deep penetration among the masses or not, whether he is considered as credible source or not Karuku (2010).

2.4 Conceptual Framework

According to Bogdan and Biklen (2003) a conceptual framework is a basic structure that consists of certain abstract blocks which represent the observational, the experiential and analytical/synthetically aspects of process or system being conceived. It is a set of broad ideas and principles taken from relevant field of inquiry and used to structure a subsequent presentation. The interconnection of these blocks completes the framework for certain expected outcomes. A variable is a measurable characteristic that assumes different values among subjects.

An independent variable is that variable which is presumed to affect or determine a dependent variable. It can be changed as required and its values do not represent a problem requiring explanation in an analysis, but are taken simply as given (Dodge, 2003). A dependent variable is what is on measure in the experiment and what is affected during the experiment. The dependent variable responds to the independent variable. It is called dependent because it “depends” on the independent variable. As such the independent variables in this study are celebrity match, celebrity attractiveness, celebrity credibility and celebrity previous endorsement.

Figure 2. 1: Conceptual framework



Independent variables

Intervening Variables

Dependent variable

Source: Author 2013

2.5 Research gaps

Evidence concerning the effects on celebrity endorsements on consumer behavior is based on a wide range of indicators that differ across studies regarding celebrity endorsements. (Kokil 1991) investigated the effect of celebrity endorsement on brand building in India. He found out that, the correct choice of a celebrity can surely influence consumer behavior but when it comes to long term loyalty and impact on the brand, the effect is yet somewhat debatable. In the end, he

concluded that the product must deliver for the customer, no matter who endorses the product, if the customer does not see himself getting value from his purchase, he will not buy it. But yes, celebrities over time can influence the loyalty and make a person friendlier to a brand.

Ogunsiji (2008) investigated the impact of celebrity match with the target market in china, he found out that celebrity match with the target audience plays A very vital role in communicating since it brings about recall and attention. The celebrity credibility model of Holland et al. (1953) analyses the factors leading to the perceived credibility of the communicator. Holland et al. (1953) concluded that the two factors trustworthiness and expertise underscore the concept of Celebrity credibility. Kamile also investigated the effects of celebrity attractiveness on consumers and he concluded that consumers generally have a more positive attitude towards attractive people.

It is important to note that each and every market is different in its characteristics and the consumers in each market are also different in a variety of ways up to the way they perceive an ad message. It is for this reason that this study seeks to investigate celebrity endorsement in relation to consumer behavior in Kenya cosmetic industries, since all the studies above focused on international markets.

CHAPTER THREE:

RESEARCH METHODOLOGY

3.0 Introduction

This section covers the research design, the target population, location, sample size, sample procedure, data collection procedure, and ethical issues and instruments and data analysis.

3.1 Research Design

The study used descriptive research design. Descriptive research design is used when collecting information about people's attitude, opinion, habit or any other variety of education or social issues and the design reports the way things are at present (Mugenda and Mugenda (1999)). The choice of this design was informed by the need to allow a better understanding of the conceptions and values of the study topic (Kothari, 2004).

3.2 Target population

The study targeted 300 direct sales staff carrying out activities at the following distribution channels of Unilever Kenya: Nakumatt, Tuskeys, Uchumi and Naivas. This study assumed population frequency of 35%, 30%, 20% and 15% respectively this is because the study sought to increase sample at the store with a wide range of branches.

3.3 Location

The study was conducted within Nairobi region; this is due to availability of data and to reduce the cost of data collection. There is a wide spread branch networks of the distribution channels within the region which made data collection process simpler.

3.4 Research instruments

The research used self-administered questionnaire for the survey as they are commonly used instruments to collect important information about the population (orodho, 2004) especially when the respondent can be reached. The questionnaire consisted of both open ended and closed ended questions; it also made use of Likert scale. The questionnaires were divided into four sections: section A: General information, section B: Questions on celebrity match, Section C: Questions on celebrity attractiveness and Section D: Questions on Celebrity Credibility.

3.4.1 Instrument Validity.

According to Borg and Gall (1989) validity is the degree to which a test measures what it purports to measure. The pilot study helped improve the face validity of the instruments. Chave (1996), content validity of an instrument is improved through expert judgment as such the researcher removed any bias in the research instrument by constructing them in line with the objective of the study.

3.4.2 Instrument reliability.

Gay (1992) asserts that reliability is the degree to which a test consistently measures. Mugenda and Mugenda (1999), define reliability as a measure of the degree to which a research instrument yields results after repeated trial. Before the actual data collection, piloting of questionnaire were done among ten direct sales staff of Unilever Kenya who did not participate in the actual study.

3.5 Sampling procedure and sample size

The sampling plan describes how sampling unit, sampling frame, sampling procedures and the sample size for the study. The sampling frame describes the list of all population units from

which the sample will be selected (cooper & schindler, 2003).Sample of responding staff will be drawn from 300 direct sales staff across the distribution stores.

Cooper and schindler (2003) argues that if population is well chosen, sample of about 10% of the population can often give good reliability. Stratified random sampling technique was used since population of interest was not homogeneous and could be subdivided into groups or strata to obtain representative sample. From the above population of three hundred, sample of 20% was selected from within each distribution store that each group bears to the study population. This generated a sample of 60 respondents which the study sought information from. The selection was as follows.

Table 3:1: sample population

Distribution Channel	population (frequency)	sample ratio	sample
Nakumatt	105	0.2	21
Tuskeys	90	0.2	18
Uchumi	60	0.2	12
Naivas	45	0.2	9
Total	300	0.2	60

Source: Author, 2013

3.6 Data collection procedure

The researcher with the help of an assistant will administered the questionnaire to the respondents. The questionnaires contained both closed and open ended questions; close ended questions were on a Likert scale. The respondents were given one and half weeks to respond and thereafter the filled-in questionnaires were collected.

3.7 Ethical issues.

This study was undertaken within ethical frameworks of social research. In particular, the researcher was guided by legal and moral principles of social research as outlined by Bryamn, (2001) which are; where there is lack of informed consent, whether deception is involved, whether there is harm to the participants, whether there is an invasion of privacy.

The researcher sought appropriate authorization to conduct research in the selected five distribution stores in accordance with government requirements. This included letter from Kenyatta University to introduce the researcher to the study case, permit to conduct the research will be obtained. Temptation to deception comes when the researcher want to limit participants understanding of what the research is about so that they respond more naturally to the experimental treatment (Bryamn, 2001).

Every effort was made to maintain confidentiality by identifying the circumstances in the study that may pose harm to the participants. This entailed use of pseudonyms in extreme cases where information is critical to the study but care is needed to ensure individuals are not identified and exposed to harm. Researcher ensured that there is no harm to the participants in the study. In this

study, harm may entail risk to the participant's jobs, information that fall under confidential, classified or secret.

According to Creswell, (2009) ethical issues apply in all stages of the study; from the selection of the research problem, in developing the purpose of the study, data collection, data analysis and interpretation and in writing and disseminating the research.

3.8 Data analysis and presentation

Before processing the responses, the completed questionnaires were edited for completeness and consistency. The data was then be coded to enable the responses to be grouped into various categories. Data collected was purely quantitative and was analyzed by descriptive analysis .The descriptive statistic tools such as statistical package for social sciences and MS excel helped the researcher to describe the data and determine the extent used .The findings were presented using tables and charts. The Likert scale was used to analyze how mean score and standard deviation, this helped in determining the relationship between celebrity endorsement and consumer behavior. Data analysis used frequencies, percentages, means and other tendencies tables were used to summarize responses for further analysis and facilitate comparison. In addition, researcher conducted multiple regression analysis.

The regression equation was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where

Y=Sales volume.

X₁=celebrity match.

X_2 =celebrity attractiveness.

X_3 =celebrity credibility and.

$\beta_1, \beta_2, \beta_3$ =coefficients of determination.

ε = error term.

This generated quantitative reports. This provided generalization of the finding on investigating celebrity endorsement in relations to consumer behavior.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND PRESENTATION

4.1 Introduction

This chapter presents the research findings on the impact of celebrity endorsement in relations to consumer behavior. The study was conducted on 60 Unilever sales staff carrying out activities at Nakumatt, tuskys, Uchumi and Naivas supermarkets. These employees were served with a questionnaire; out of 60 respondents, 54 respondents filled-in and returned the questionnaires which make a response rate of 90%. Mugenda (2003) says a 50% response rate is adequate, 60% good and above 70% rated very well. The response was therefore very good. The commendable response rate was achievable after the researcher administered the questionnaires personally and made personal visits and phone calls to remind the respondents to fill-in and return the questionnaires. Both descriptive statistics and inferential statistics were used to analyze the data. In the descriptive statistics, relative frequencies were used in some questions and other were analyzed using mean scores with the help of Likert scale ratings in the analysis. In inferential statistics, multiple linear regressions were used.

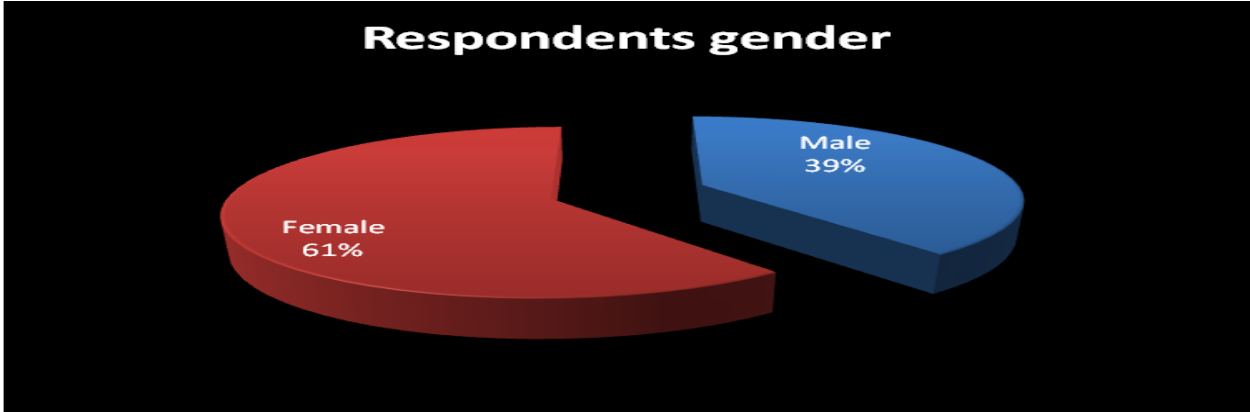
Table:4. 2: Unilever sales outlet

Outlets	Frequency	Percentage
Nakumatt	20	37
Tuskeys	16	30
Uchumi	9	17
Naivas	9	17
Total	54	100

The study targeted four Unilever sales outlet, from the study 37% of those interviewed were at Nakumatt, 30% were in Tuskeys, 17% were both in Uchumi and Naivas. This shows that there was almost an equal representation in all the outlets as targeted by the researcher.

4.2: General information

Figure 4.1: Respondent’s gender



The study wanted to establish the respondent’s genders, from the findings a significant number of the respondents were females as shown by 61%, while 39% were males. This means that both genders were almost equally represented in this study.

Table 4.3: Age of the respondents

Age	Frequency	Percentage
Below 20years	6	11
21-25 years	17	31
26- 30yrs	13	24
30-35 yrs	9	17
36- 40 years	5	9
40- 50 years	3	6
Above 50 years	1	2
Total	54	100

From the findings on the age of the respondents, the study found out that majority of the respondents as shown by 31% were aged between 21-25 years, 24% of the respondents were

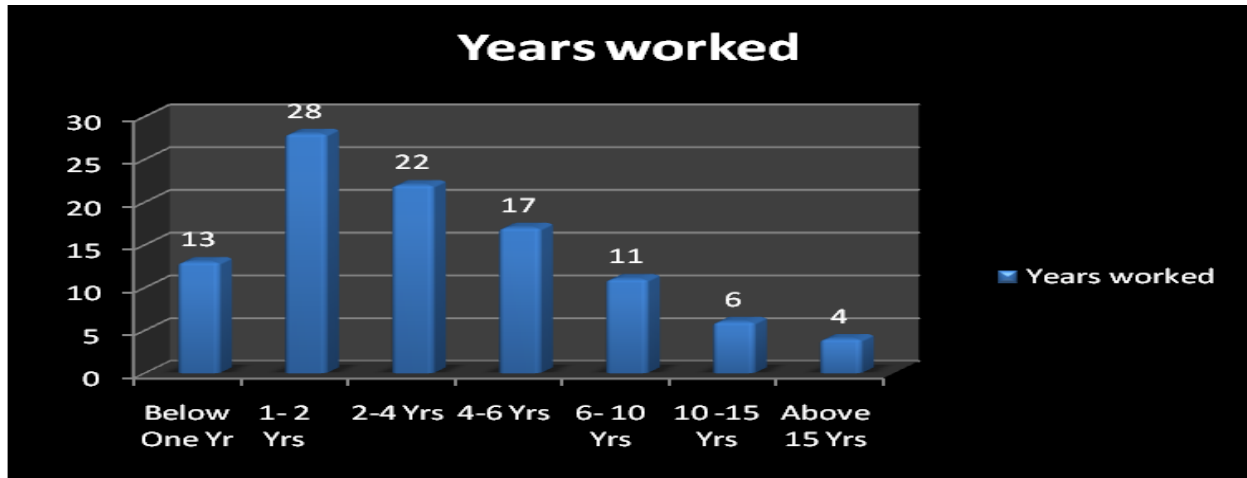
aged between 26-30, 17% of the respondents were aged between 30-35, 11% were age below 20 years, 9% indicated to be between 36-40, 6% were between 40-50 and only 2% were above 50 years. This shows that majority of the respondents were youths between 21-25 and this is the population that do appreciates celebrities to a greater extent as considered to other people in different age brackets

Table 4.4: Level of education

Educational Level	Frequency	Percentage
Primary	2	4
Secondary	16	30
College	24	44
University	12	22
Total	54	100

The study also wanted to establish the respondents educational level, the study results reveals that, 44% of the respondents had acquired a Certificate or Diploma in a college, 30% of the respondents indicated that they had acquired a secondary certificate, 22% indicated to have acquired a Bachelors Degree in a university whereas only 4% indicated to have reached the primary level as their highest academic level. This results imply that majority of the respondents had at least a Certificate or Diploma and hence understood the information sought by this study.

Figure 4.2: No of years worked in the firm



From the study, 28% of the respondents indicated that they had a total experience of 1 to 2 years, 22% of the respondents indicated that they had a total experience of 2 to 4 years, 17% of the respondents indicated that they had a total experience of 4 to 6 years, 13% indicated to have worked for less than an year, 11% indicated to have worked in their firms for 6 to 10 years, 6% indicated 10 to 15 years, while 4% of them had served for over 15 years. This shows that majority of the respondents had stayed in the firms for quite some time to understand the sale and brand impacts brought about by celebrity endorsing their products.

Table 4.5: Firm in terms of size

Firm in term of size	Frequency	Percentage
Small	5	9
Medium	23	43
Large	26	48
Total	54	100

The study also wanted to establish the respondents firms size, 48% of the respondents indicated to be working in a large firm, 43% indicated medium whileas only 9% indicated to be working in

small firms. This is an indication that majority of the respondents were working in large firms which could afford to hire celebrities to endorse and advertise their products.

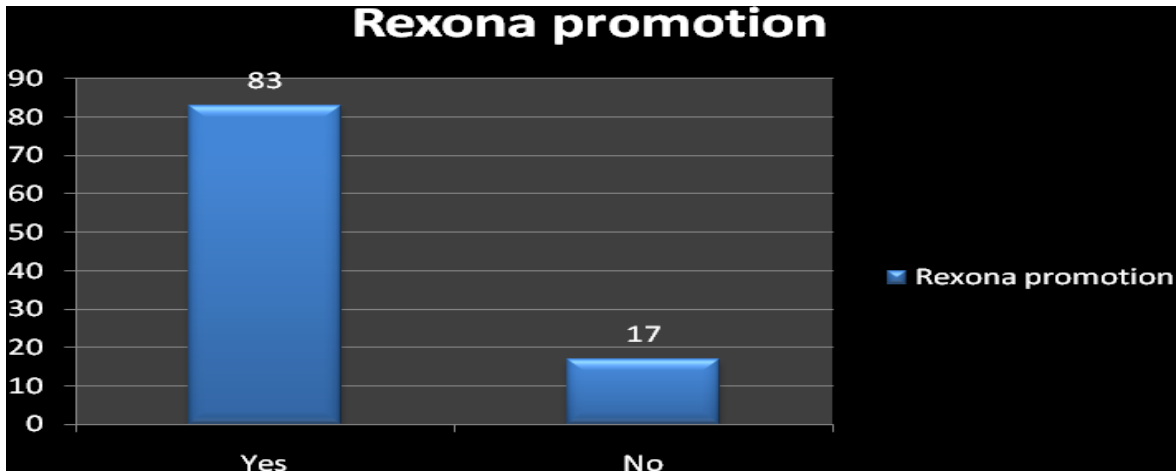
4.3: Celebrity match.

Table 4. 6: Wahu Rexona endorsement

Factors	Very great extent		Great extent		Moderate extent,		Little extent		No extent		Mean	Std deviation
	F	%	F	%	F	%	F	%	F	%		
Product match	14	26	23	43	11	20	4	7	2	4	3.80	0.16
Target audience match	11	20	28	52	8	15	6	11	1	2	3.78	0.19

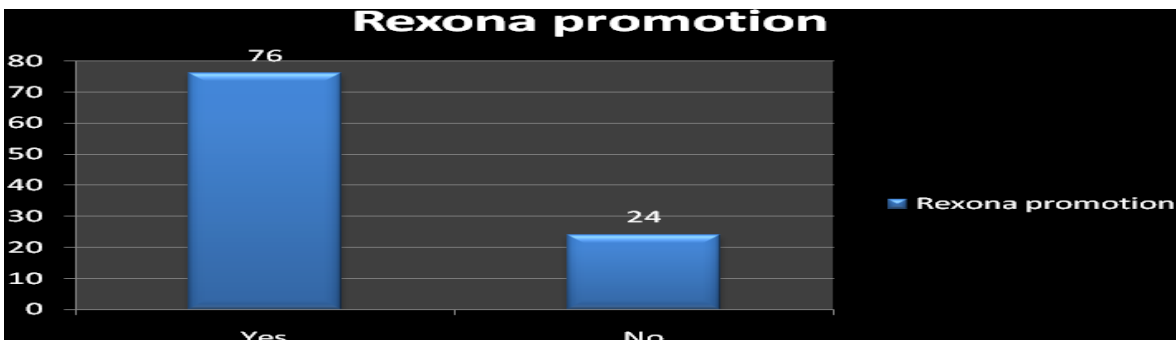
On the respondents rating on whether Wahu related to the Rexona promotion, the study found out that majority of the respondents agreed to a greater extent that there was a product match in that product endorsement as shown by a mean of 3.80. Respondents also agreed to a greater extent that the Rexona endorsement by Wahu had the target audience match as shown by a mean of 3.78. The respondents' opinion did not vary that much since the standard deviations were less than one. This is an indication that a product which is endorsed by a celebrity tends to attract more customers in different market niches and majority of these people makes an effort to know more about the product. It also makes them feel more attached to that celebrity.

Figure 4. 3: Wahu as the best celebrity to promote Rexona



On the respondent's opinion on whether Wahu was the best to do the Rexona promotion, majority of the respondents as shown by 83% agreed that Wahu was the best for the Rexona promotion whileas only17% stated that Wahu was not the right celebrity to do the promotion. Majority of the respondents stated that the reason why Wahu was the best is because she is well known in every corner of this country and around East Africa and she is a role model to many young people especially the ladies.

Figure 4. 4: Another Celebrity appointed as Rexona ambassador



The study also wanted to establish whether if another Celebrity is appointed as Rexona brand ambassador, whether customers will still consume it, from the findings 76% indicated that consumers will still go for the product whereas only 24% indicated that the consumers will not go for the product in case the promotion ambassador is changed. This shows that the change of an ambassador do not matter that much as far as the new ambassador is well known and has influence in the society. People have different celebrities whom they like being associated with and the moment these celebrities endorse a product they tend to go for the product immediately. On who the respondents thought was the ideal promoter for Rexona, the study found out that majority stated Jaguar, others stated Avril, and others indicated Julie Gichuru and Wilbroda.

4.4: Celebrity attractiveness

Table 4. 7: Physical attractiveness of a model

Attributes	5	4	3	2	1	Mean	Std deviation
Physical attractiveness	25	22	4	2	1	4.26	0.22

The study wanted to establish the extent to which physical attractiveness of a model used in a product influence customer’s attitude towards the product, the study found out that majority of the respondents agreed to a greater extent that physical attractiveness influence customer’s attitude towards the product as shown by a mean of 4.26. This is indication that the product will always be associated with the celebrities beauty and consumers will take the product to be of a higher class. Physical attractiveness will also make people pay attention to the adverts either in the TV or billboards.

Table 4. 8: Selecting a celebrity

Attribute	5	4	3	2	1	Mean	Std deviation
Cost	24	15	9	5	1	4.04	0.17
Previous endorsement	22	19	7	5	1	3.95	0.27
sophistication	18	24	8	3	1	4.02	0.18

The study also wanted to determine the extent which the above parameters were considered when selecting the celebrity to do the endorsement, from the study majority of the respondents agreed to a greater extent that cost associate with the endorsement was one of the major concern as represented by a mean of 4.04,sophistication was also rated to a greater extent as shown by a mean of 4.02 and finally previous endorsement as shown by a mean of 3.95.this is an indication that cost of shooting the adverts, the sophistication of the adverts and previous endorsement are looked upon keenly when a company wants to do a product endorsement. Most of the celebrities will ask for huge sums and they would prefer the adverts to be done in countries like Thailand which may cost the company much more than it anticipated.

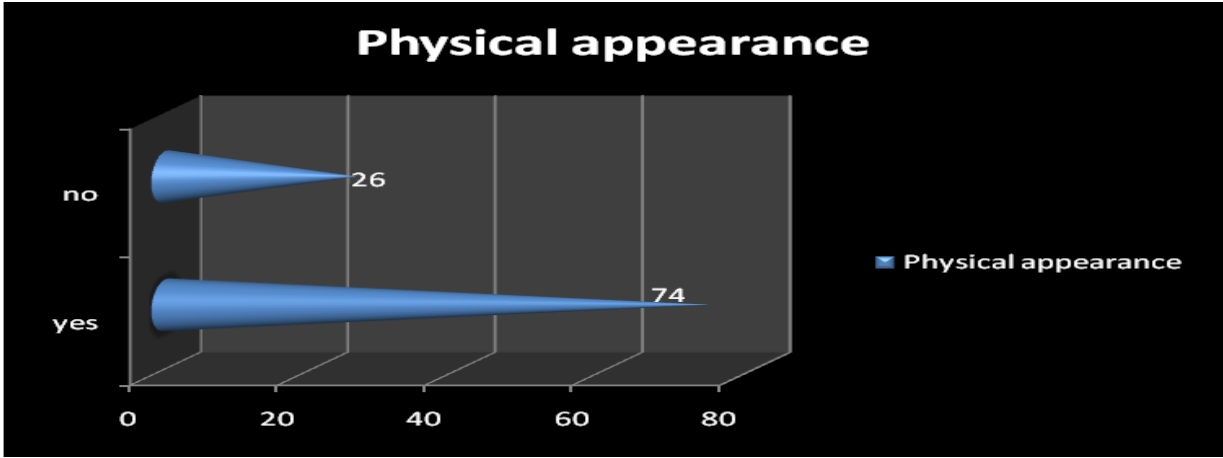
Table 4. 9: Celebrity attractiveness

Celebrity attractiveness	Frequency	Percentage
Very great extent	16	30
Great extent	24	44
Moderate extent	10	19
Little extent	3	6
No extent	1	2
Total	54	100

On the extent to which Celebrity attractiveness makes a product stand out, the study found out that majority of the respondents agreed to a greater extent that Celebrity attractiveness makes a product stand out as shown by 44%,30% indicated to a very greater extent,19% indicated moderate extent,6% indicated little extent whereas only only2% indicated no extent. This shows

that for the endorsement to work out well a celebrity must be attractive in terms of physical look or is outstanding in other aspects like the inborn talents.

Figure 4.5: Physical appearance



On the respondent’s opinion on whether physical appearance is a factor to be considered when selecting a celebrity, majority of them as shown by 74% indicated that physical appearance is a fundamental factor to be considered when selecting a celebrity whereas only 26% indicated that physical appearance is not a factor to be considered. Other socially favored personality and physical characteristics includes sense of humour, outgoing, slim, and attractive and so on.

4.5: Celebrity credibility

On whether the credibility of a celebrity has some influence on the product endorsed by the celebrity, the study found out that majority of the respondents agreed that credibility of the celebrity played a significant role in the endorsement. A celebrity with good morals, outstanding in business, outgoing among others would have a huge influence in the marketing world.

Table 4.10: Trustworthiness and expertise

Attributes	5	4	3	2	1	Mean	Std deviation
Trustworthiness	13	15	17	5	4	3.52	0.11
Expertise	19	17	13	4	1	3.91	0.15

The study wanted to establish the extent to which trustworthiness and expertise of a celebrity influenced customer's attitude towards the product, it was established that majority of the respondents agreed to a greater extent that trustworthiness of a celebrity influenced customer attitude towards the product as shown by a mean of 3.52 and also the celebrities expertise played a significant role in influencing customer's attitude towards the product

Table 4.11: Credibility when selecting a celebrity.

Attribute	5	4	3	2	1	Mean	Std deviation
Consumer perception	11	22	13	5	3	3.61	0.14
Consumer attitude	15	19	10	7	3	3.67	0.12
Brand appeal	18	13	11	9	3	3.63	0.10
Brand power	13	16	14	6	5	3.48	0.09

On the extent to which credibility would relate to the above parameters, majority of respondents agreed to a greater extent that consumer attitude is one of the major factor considered when selecting a celebrity to endorse a product as shown by a mean of 3.67. The respondents also agreed to a greater extent that brand appeal was also taken into consideration when selecting the ambassador as shown by a mean of 3.63. Consumer perception was also a factor investigated in regard to selection of a celebrity in endorsement. From the study, respondents also agreed to a greater extent that consumer perception was considered as shown by a mean of 3.61. Finally the respondents agreed moderately that brand power was a factor in selecting a celebrity for product endorsement and this was presented by a mean of 3.48

Table 4.12: Agreeing and disagreeing with the statements

Statement	Agree F	Percentage	Disagree F	percentage
Celebrity credibility has some influence on consumer behavior	38	70	16	30
Celebrity credibility can influence consumer perception on a product	42	78	12	22
Credibility is a major contributor to brand appeal and brand power	35	65	19	35

On whether the respondents agreed or disagreed with the above statements, the study found out that majority of the respondents agreed that Celebrity credibility has some influence on consumer behavior as shown by 70% response level.78% also agreed that Celebrity credibility can influence consumer perception on a product and finally 65% agreed that Credibility is a major contributor to brand appeal and brand power. This is an indication that credibility of a celebrity plays a significant role in the in influencing the consumer perception and building a strong brand for a company. It also improves the consumer perception which in return influences the consumer behaviour.

4.6: Previous endorsement

Table 4.13: Customer's buying behavior

Attributes	5	4	3	2	1	Mean	Std deviation
Price	24	22	4	3	1	4.20	0.21
Opinion Leader	9	11	23	7	4	3.26	0.14
Celebrity Endorser	17	19	9	5	4	3.74	0.13
Brand Name	18	20	7	6	3	3.81	0.14

On how the above factors influenced the buying behaviour, the study found out that majority of the respondents agreed to a greater extent that price is one of the major factor that influence the

customer buying behaviour as shown by a mean of 4.20, brand name was also established as a factor influencing consumer buying to greater extent as shown by a mean of 3.81. Celebrity endorser also influenced buying behaviour to a greater extent as shown by a mean of 3.74. Other factor that influences consumer buying moderately was found out to be opinion leaders as shown by a mean of 3.26

4.7 Statistical modeling Multiple Regression Analysis

Table 4.14: Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.726	.07833

From the findings in the above table the value of adjusted R squared (co-efficient of determination) was 0.726 an indication that there was variation of 72.6% on consumer behaviours to changes in celebrity match, celebrity attractiveness, celebrity credibility and previous endorsement at 95% confidence interval. This shows that 72.6% changes in consumer behaviours could be accounted for by changes in celebrity match, celebrity attractiveness, celebrity credibility and previous endorsement. The study also established that there is strong positive relationship between celebrity match, celebrity attractiveness, celebrity credibility and previous endorsement as shown by correlation coefficient of 0.859.

Table 4.15: Anova.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.264	2	.132	3.619	.050 ^b
	Residual	10.863	51	.213		
	Total	11.127	53			

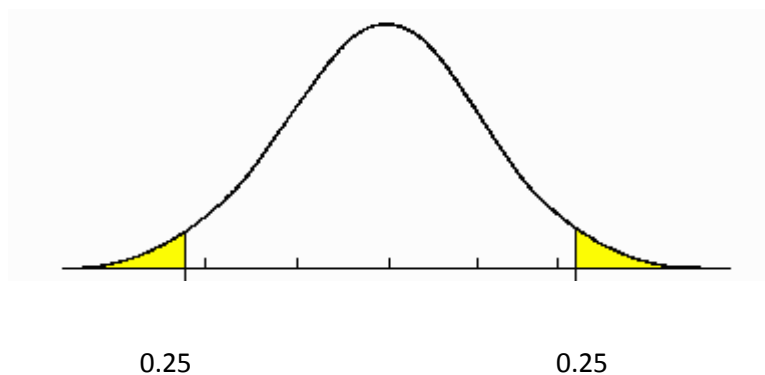
From the ANOVA statics in table above, the processed data, which is the population parameters, had a significance level of 5% which shows that the data is ideal for making a conclusion on the population's parameter as the value of significance (p-value) is less than 5%. It also indicates that the model was statistically significant.

Taking Hypothesis:

H_0 =Celebrity endorsement relate to consumer behavior.

H_1 ≠celebrity endorsement does not relate to consumer behavior.

This implies a two tail test shown below:



Taking T_c (T-critical) from the table with Degree of freedom given by $(n-1)=(54-1)=53$, then $T_c=2.0$. From the Anova T calculated $=3.619$. Decision rule follows that we Reject H_1 If $T_c < T$ calculated. The Researcher therefore concludes that Celebrity endorsement relate to consumer behaviour

Table 4.16: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.454	.155		2.939	.010
Celebrity match	.560	.148	.554	3.794	.001
Celebrity attractiveness	.295	.140	.308	2.109	.042
Celebrity credibility	.011	.133	.013	.085	.033
Previous endorsement	.091	.150	.091	.605	.049

The established regression equation was

$$Y = 0.454 + 0.560 X_1 + 0.295 X_2 + 0.011 X_3 + 0.091 X_4$$

From the above regression equation it was revealed that holding celebrity match, celebrity attractiveness, celebrity credibility and previous endorsement to a constant zero consumer behaviours would be at 0.454, a unit increase in celebrity match would lead to an increase in consumer behaviours by a factor of 0.560, unit increase in celebrity attractiveness would lead to increase in consumer behaviours by factors of 0.295, a unit increase in celebrity credibility would lead to increase in consumer behaviours by a factor of 0.011 and unit increase in previous endorsement would lead to increase in consumer behaviours by a factor of 0.091. This clearly shows that there is a positive relationship between consumer behaviours and celebrity match, celebrity attractiveness, celebrity credibility and previous endorsement. All the variables were found to be significant since their p-value were less than 0.05 indicating that the entire variables were statistically significant.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1: Introduction

From the analysis and data collected, the following discussions, conclusion and recommendations were made. The responses were based on the objectives of the study. The researcher had intended to identify the relationship between celebrity match on consumer behavior, to assess the relationship between celebrity attractiveness on consumer behavior, to investigate celebrity Credibility on consumer behavior and to examine the relationship between Celebrity previous endorsement and consumer behavior.

5.2: Summary of the findings

5.2.1: Celebrity match.

It came to the researchers attention that there was a product match in the Wahu Rexona endorsement and this was represented by a mean of 3.80. The study further established that the Rexona endorsement by Wahu had the target audience match. This is an indication that a product which is endorsed by a celebrity tends to attract more customers in different market niches and majority of these people makes an effort to know more about the product. It also makes them feel more attached to that celebrity. The study also revealed that Wahu was the best to do the Rexona promotion as represented by 83%. Majority of the respondents stated that the reason why Wahu was the best is because she is well known in every corner of this country and around East Africa and she is a role model to many young people especially the ladies.

The study also revealed that if another Celebrity is appointed as Rexona brand ambassador customers will still consume it. This shows that the change of an ambassador do not matter that much as far as the new ambassador is well known and has influence in the society. People have different celebrities whom they like being associated with and the moment these celebrities endorse a product they tend to go for the product immediately. The study further found out that other ideal promoters for Rexona would include Jaguar, Avril, Julie Gichuru and Wilbroda.

5.2.2: Celebrity attractiveness

The study also revealed that physical attractiveness influence customer's attitude towards the product to a greater extent as shown by a mean of 4.26. This is indication that the product will always be associated with the celebrity's beauty and consumers will take the product to be of a higher class. Physical attractiveness will also make people pay attention to the adverts either in the TV or billboards. The study further established that cost associate with the endorsement was one of the major concern and this was represented by a mean of 4.04. The study further revealed that sophistication and previous endorsement were also a factor to be taken into consideration when selecting a celebrity to do any commercial.

This is an indication that cost of shooting the adverts, the sophistication of the adverts and previous endorsement are looked upon keenly when a company wants to do a product endorsement. Most of the celebrities will ask for huge sums and they would prefer the adverts to be done in countries like Thailand which may cost the company much more than it anticipated. The study further revealed that celebrity attractiveness makes a product stand out a very greater extent meaning that for an endorsement to work out well a celebrity must be attractive in terms of physical look or is outstanding in other aspects like the inborn talents. The study also revealed

that physical appearance is a factor to be considered when selecting a celebrity. Other socially favoured personality and physical characteristics includes sense of humour, outgoing, slim, and attractive and so on.

5.2.3: Celebrity credibility

The study also revealed that credibility of a celebrity has some influence on the product endorsed. A celebrity with good morals, outstanding in business, outgoing among others would have a huge influence in the marketing world. The study also establish that trustworthiness and expertise of a celebrity influenced customer's attitude towards the product to a greater extent.

The study further established that consumer attitude is one of the major factor considered when selecting a celebrity to endorse a product and that brand appeal was also taken into consideration when selecting the ambassador. The study also established that consumer perception was considered to a greater extent when selecting a celebrity to endorse a product.

5.2.4: Previous endorsement

The study further established that Celebrity previous endorsement has some influence on consumer behavior and this was represented by 70% response level. It further revealed that celebrity credibility can influence consumer perception on a product and Credibility of the previous endorser is a major contributor to brand appeal and brand power. This is an indication that credibility of a celebrity plays a significant role in the in influencing the consumer perception and building a strong brand for a company. It also improves the consumer perception which in return influences the consumer behaviour. Finally the study revealed that that price is one of the major factor that influence the customer buying behavior as represented by a mean of

4.20.it also revealed that brand name was also a factor influencing consumer buying to greater extent and Celebrity endorser also influenced buying behaviour.

The established regression equation was

$$Y = 0.454 + 0.560 X_1 + 0.295 X_2 + 0.011 X_3 + 0.091 X_4$$

From the above regression equation it was revealed that holding celebrity match,celebrity attractiveness, celebrity credibility and previous endorsement to a constant zero consumer behaviours would be at 0.454 , a unit increase in celebrity match would lead to a an increase in consumer behaviours by a factors of 0.560, unit increase in celebrity attractiveness would lead to increase in consumer behaviours by factors of 0.295, a unit increase in celebrity credibility would lead to increase in consumer behaviours by a factor of 0.011 and unit increase in previous endorsement would lead to increase in consumer behaviours by a factors of 0.091. This clearly shows that there is a positive relationship between consumer behaviours and celebrity match,celebrity attractiveness, celebrity credibility and previous endorsement.All the variables were found to be significance since their p-value were less than 0.05 indicating that the entire variables were statistically significant.

5.3: Conclusion

The study therefore concludes that a product which is endorsed by a celebrity tends to attract more customers in different market niches and majority of these people make an effort to know more about the product. It also concludes that an endorsement of a product by a celebrity will make the consumers feel more attached to that celebrity. The study also concludes that Wahu was the best to do the Rexona since she is well known in every corner of this country and around East Africa and she is a role model to many young people especially the ladies. The study also

concludes that if another Celebrity is appointed as Rexona brand ambassador customers will still consume it since change of an ambassador do not matter that much as far as the new ambassador is well known and has influence in the society.

The study also concludes that physical attractiveness of endorser influence customer's attitude towards the product. Physical attractiveness will also make people pay attention to the adverts either in the TV or billboards. The study also concludes that celebrity attractiveness makes a product stand out a very greater extent meaning that for an endorsement to work out well a celebrity must be attractive in terms of physical look or is outstanding in other aspects like the inborn talents. Physical appearance is a factor to be considered when selecting a celebrity.

A celebrity with good morals, outstanding in business, outgoing among others would have a huge influence in the marketing world. The study also concludes that trustworthiness and expertise of a celebrity influenced customer's attitude towards the product to a greater extent. The study also concludes that consumer attitude is one of the major factors considered when selecting a celebrity to endorse a product and that brand appeal was also taken into consideration when selecting the ambassador.

On previous endorsement the study concludes that credibility of the previous endorser has greater influence on consumer behavior. This can influence consumer perception on a product and Credibility of the previous endorser is a major contributor to brand appeal and brand power. Credibility of a celebrity plays a significant role in the in influencing the consumer perception and building a strong brand for a company. It also improves the consumer perception which in return influences the consumer behaviour.

5.4: Recommendation

Celebrities in this day and age are role models, whether financially, professionally or with respect to image. The power of their voice acts as an incredibly influential brand tool in the marketing industry, particularly for the younger demographic. Children and young adults don't seek complex explanations to convince them why to choose the brand they do they simply wish to be just like their idols.

Celebrity endorsements and ambassadors have a long-proven track record of marketing effectiveness and it is widely acknowledged that they are particularly influential on the younger segments who seek inspirational role models to whom they listen and with which they aspire to associate.

The study therefore recommends that Unilever should not only appoint a celebrity who is admired but also who has credibility and his values relevant to the target audience and matches the brand values. Secondly the product they are endorsing must make sense for them to be affiliated with it. If this isn't immediately obvious then the endorsement may look contrived and actually damage the brand. As an extension to this, a star shouldn't endorse a product that he/she actually does not believe in or value. There have been several cases of stars endorsing a product only to be seen wearing or consuming its head-on competitor. This particular point has caused untold damage and subsequent acrimonious splits in the past. It is often overlooked because the focus is on the money.

Celebrity endorsements also are useful for attracting new customers to a brand that otherwise may not have held any interest for the consumer. If, for example, a product has traditionally been marketed to elderly people, then people in other age brackets may be reluctant to try it. A brand

can try to rectify this problem by using a celebrity who is associated with a particular age group or demographic

The company should also look into how the public perceives the celebrity doing the endorsement because that perception will be reflected right back on to the company's brand. Unilever should also invest in less volatile marketing strategies, such as directly tracking its consumer's perception and attitudes of its brand.

5.5 Areas of further research

In this study celebrity endorsement in relations to consumer behavior was investigated. Further research should include celebrity endorsements and advertising effectiveness and the importance of value congruence.

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Appendix I: Letter of Introduction.

Kenyatta University

School Of Business

P O BOX 44044

NAIROBI

Dear Sir/Madam,

RE: RESEARCH PROJECT DATA COLLECTION

I am a post graduate student of Kenyatta University pursuing MBA-Marketing. As part of the course, I am carrying out a research project on the effects of celebrity endorsement on consumer behavior in the Kenya cosmetic industry.

I intend to collect data in the form of a questionnaire to help in the analysis and recommendations which will be useful to marketers and the management.

The information collected will be treated with a lot of confidentiality and will solely be used for the purposes of this study.

I humbly request you to complete the attached questionnaire.

Thank you for your support

Yours sincerely,

.....

Job Ochieng

MBA Degree scholar

Appendix II: Questionnaire

Introduction.

This questionnaire is designed to obtain information for an academic research as part of an effort to investigate the relationship between celebrity endorsement and consumer behavior in cosmetic industry. Data is being collected from 300 direct sales men and women at the distribution channels of Unilever Kenya. The accuracy of the information you provide will be crucial to attaining the objective of the study. The questionnaire has four sections. Kindly respond to each of the items in the questionnaire. There is no right or wrong answer to the questions. We are interested in your general impression. The information you provide will be used only for academic purpose and will be treated with utmost confidentiality.

SECTION A: BIO- DATA

1. Gender

Male Female

2. Age

Below 20years 21-25 years 26- 30yrs

30-35 yrs 36- 40 years 40- 50 years

Above 50 years

3. Level of education

Primary Secondary

College University

4. No of years worked in the firm

Below One Yr 1- 2 Yrs 2-4 Yrs

4-6 Yrs 6- 10 Yrs 10 -15 Yrs

Above 15 Yrs

5. How can you rate your firm in terms of size?

Small [] Medium [] Large []

Key: Small- 0-9

Medium 10-50

Above 100

SECTION B: CELEBRITY MATCH.

6. How does Wahu relate to Rexona on the following? use a scale of; 5 Very great extent, 4 Great extent, 3 Moderate extent, 2 Little extent and 1 No extent.

	5	4	3	2	1
Product match					
Target audience match					

7. Do you think Wahu is the best celebrity to promote Rexona?

Yes [] No []

Briefly state why.....

.....

8. If another Celebrity is appointed as Rexona brand ambassador, do you think customers will still consume it?

Yes [] No []

Briefly state why.....

.....

9. Who would you think is an ideal promoter for Rexona?

.....

SECTION C: CELEBRITY ATTRACTIVENESS

10. To what extent does physical attractiveness of a model used in a product influence customer’s attitude towards the product? 5 Very great extent, 4 Great extent, 3 Moderate extent, 2 little extent and 1 No extent.

	5	4	3	2	1
Physical attractiveness					

11. While selecting a celebrity to what extent do you consider the following? Use a scale of;

5 very great extent, 4 Great extent, 3 Moderate extent, 2 little extent and 1 No extent.

	5	4	3	2	1
Cost					
Previous endorsement					
sophistication					

12. To what extent would you rate the following statement? Celebrity attractiveness makes a product stand out.

- Very great extent []
- Great extent []
- Moderate extent []
- Little extent []
- No extent []

13. Do you consider physical appearance as a factor to be considered when selecting a celebrity?

Yes [] No []

If the answer in question 13 above is Yes give reasons

.....

SECTION D: CELEBRITY CREDIBILITY

14. Do you think credibility of a celebrity has some influence on the product endorsed by the celebrity?.....

15. To what extent does trustworthiness and expertise of a celebrity influence customer's attitude towards the product? 5 Very great extent, 4 Great extent, 3 Moderate extent, 2 little extent and 1 No extent.

	5	4	3	2	1
Trustworthiness					
Expertise					

16. Credibility may be a factor to consider when selecting a celebrity. What extent would credibility relate to the following? Use a scale of;

5 very great extent, 4 Great extent, 3 Modera
 te extent, 2 little extent and 1 No extent.

	5	4	3	2	1
Consumer perception					
Consumer attitude					

Brand appeal					
Brand power					

17. Kindly indicate whether you agree or disagree with the following statements?

Statement	Agree	Disagree
Celebrity credibility has some influence on consumer behavior		
Celebrity credibility can influence consumer perception on a product		
Credibility is a major contributor to brand appeal and brand power		

18. Kindly rate how each of the factors listed in the table below affects customer's buying behavior towards a purchase? Use a scale of; 5 Very great extent, 4 Great extent, 3 Moderate extent, 2 Little extent and 1 No extent

	5	4	3	2	1
Price					
Opinion Leader					
Celebrity Endorser					
Brand Name					

19: What attributes would you recommend for a celebrity to possess before they are endorsed for your product promotion? Kindly list

SECTION E: CELEBRITYPREVIOUS ENDORSEMENT.

1.In the tables below various statements are provided regarding the relationship between Celebrity previous endorsement and consumer behavior Please indicated the extent to which you agree or disagree with each statement by placing a tick where appropriate using the following scale.

SA- Strongly Agree, A- Agree, Neutral, D- Disagree, SD- Strongly Disagree.

Celebrity previous endorsement	SA	A	N	D	SD
i. Celebrity multiple endorsement dilute celebrity value					
ii. Celebrity multiple endorsement leads to brand confusion					
iii. Multiple endorsement result to celebrity clutter					

2. Does celebrity previous endorsement affect consumer perception on brand?

Yes [] No []

Briefly state why.....

.....

THANK YOU FOR YOUR TIME AND PARTICIPATION

Appendix III: Budget Schedule.

Proposal Writing	Cost (Ksh)
Printing	800
Photocopy 5 booklets @ Ksh2	450
Spiral binding	300
Transport and miscellaneous	4000
Sub total	5550
Project	
Data collection	5000
Data analysis	2000
printing	1500
Photocopy	700
Binding	4000
Miscellaneous	2000
Total cost for Project	15200

Appendix iv; Work Plan

Phase	Description	Number of Weeks										
		1	2	3	4	5	6	7	8	9	10	11
1	Proposal development	■	■	■	■	■						
2	Data Collection				■	■	■					
3	Data Analysis						■	■	■			
4	Data interpretation							■	■	■		
5	Report writing								■	■	■	
6	Compilation and presentation										■	■